EMBARGOED UNTIL FRIDAY, 20 NOVEMBER 2026, 09:00 CET (00:00 PST)

Appricio, the travel guide that tells you to skip the Eiffel Tower, now plans your whole day

Every travel app gives you fifty options. Appricio gives you the few that fit the moment you're in, and with version 1.5 it lays out the whole day around them: walks, bike days, road trips and trips planned day by day, in more than 70 cities, free to read.

SAN FRANCISCO, 20 November 2026 - Appricio, the iPhone travel guide that tells you what is worth doing right now, today released version 1.5, its biggest update since launch: Appricio now plans your whole day. Open the app wherever you are standing and the day is there: coffee, the sights, lunch, dinner or a night out, in an order that makes sense on foot, with the way between them on the map. Appricio covers more than 70 cities, from London and Paris to Tokyo and Mexico City, and every one of them is free to read.

Travel apps tend to show you everything. Maps, review sites and booking platforms return two hundred restaurants near you, sorted by popularity or by who paid, and leave the choice to you. In a city you don't know, with an afternoon to spare, that is exhausting.

Appricio works like a well-traveled local friend instead. It reads the moment, where you are, the time, the weather, what is on and what you like, and hands you the two or three places a local would actually choose, each with a short reason why. Open it on a sunny Tuesday morning in Munich and you get a pancake spot worth the walk, not "top 50 cafes in Munich." Open it at 11 p.m. in Barcelona and you get the bar that is good tonight, not the most-reviewed one from 2019. And when the famous sight is not worth it today, Appricio says so. Six Colors picked the app for its App Report in October, noting how it waved off Pier 39 as a tourist trap.

There is no quiz to fill in. The app already knows where you are, what time it is and what the weather is like, and it learns from what you save and skip. Places get in on merit: there are no ads, no paid placements and no star ratings, and nobody can pay to be in.

New in Appricio 1.5: the whole day

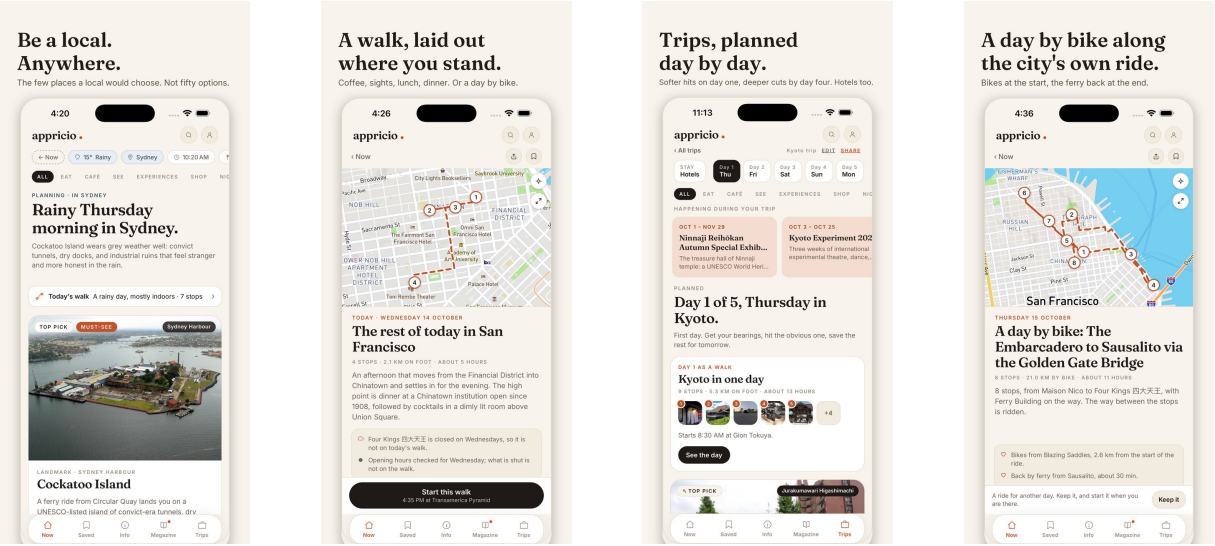
- **Walks.** The day laid out from where you stand, in an order that works on foot. It knows the hour, the weather and what is closed today, and when you tap Start it walks with you, stop by stop.
- **By bike, by car.** Where a city is made for cycling, the day follows its signature ride, with the bikes at the start and the way back at the end. Where the sights are a drive apart, it becomes a tour on real driving times.
- **Trips.** Tell Appricio where and when, and it plans every day: a walk for each day, the events on while you are there, a place to stay, and tours and tickets one tap away.
- **The right hour.** At breakfast or lunch it leads with a table for that meal. Late at night it leads with a bar or live music, not a park.
- **Arrival alerts.** Arrive in Munich during Oktoberfest and the phone tells you, even with the app closed: "You're in Munich. Oktoberfest is on."

> *"I wanted the guidebook I never had: one that knows where I'm standing, what time it is and what the weather is like, and simply tells me what's worth doing now, even if that means skipping the famous thing," said Martin Tantow, founder of Appricio. "With 1.5 it plans the whole day, on a trip, or wherever you are at the moment."*

Availability and pricing

Appricio 1.5 is available now on the App Store for iPhone. It is free to download, and every city is free to read, including today's walk where you stand. Appricio Plus ($29.99 a year in the US) adds walks for every day, trip planning, the events calendar and arrival alerts. The app is in English; Android is in development.

Appricio covers more than 70 cities on six continents, among them London, Paris, Berlin, Barcelona, Rome, Lisbon, Vienna, Tokyo, Seoul, New York, San Francisco and Mexico City. The newest are New Orleans, Austin, Lima, Jakarta, Ubud, Montpellier and Garmisch-Partenkirchen. Users can ask for a city that is missing, and new ones are added every week.



Appricio 1.5 on iPhone: the few places for right now, a walk laid out where you stand, a trip planned day by day, a day by bike. Full-resolution screenshots, logos and the founder photo: appricio.com/press

About Appricio

Appricio is a travel guide for iPhone that replaces the endless list with a few opinionated picks for what to do right now. It reads your location, the hour, the weather and your taste, hands you the places a local would actually choose, and explains why each one fits. Places are scored by curation and matched to the moment by rules. Appricio calls out tourist traps and ranks nothing by who pays. It was founded in May 2026 by Martin Tantow and launched on the App Store in August 2026. appricio.com

About Martin Tantow

Martin Tantow is a partner at Pegasus Tech Ventures, where he invests in AI and deep tech. Before that he founded 3scale, an API management company acquired by Red Hat. He grew up in Germany, lives in the San Francisco Bay Area, and builds Appricio on nights and weekends.

Media contact

Media Relations, press@appricio.com
Press kit with logos, screenshots, founder photo and fact sheet: https://appricio.com/press
App Store: https://apps.apple.com/app/appricio-be-a-local-anywhere/id6772486086

###